

## **Nilfisk-Advance continues to expand into emerging markets**

**A New Sales Company, Nilfisk-Advance do Brazil, opened in December 2009**

### **Business Opportunities**

Expanding the business throughout The Americas is an important piece in the puzzle of building a 'number one' position and realizing the growth strategy of Nilfisk-Advance.

"We see Brazil as one of the key emerging economies and expect one of the highest growth rates and best market stability worldwide within the coming years. Brazil has a growing standard of living which increases the demand for professional cleaning equipment and the upcoming events of hosting the Football World Cup in 2014 and the Olympics in 2016 will furthermore boost this development. Therefore, it is very important for Nilfisk-Advance to establish direct presence in this market and take advantage of the high growth potential", says, Jørgen Jensen, CEO and President of Nilfisk-Advance.

### **Based in São Paulo**

During the 2<sup>nd</sup> half of 2009, Nilfisk-Advance has been doing the ground work for establishing the new Sales Company in Brazil. The activities will be based in the city of São Paulo and will initially consist of sales, service, logistics and warehousing.

General Manager for the new Sales Company is Christian Mina who has joined Nilfisk-Advance with extensive experience in the Professional Cleaning Equipment Industry.

### **Further information**

If you have any questions regarding this, please contact undersigned on +45 43 23 81 00

Yours faithfully

Joergen Jensen  
CEO & President  
Nilfisk-Advance A/S